

Message Text

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45

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

----- 043055

R 150855Z FEB 74

FM AMCONSUL FRANKFURT

TO USDOC WASHDC

INFO SECSTATE WASHDC 6502

AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION BERLIN

UNCLAS FRANKFURT 1030

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: GEOPHYSICAL EQUIPMENT SHOW

COMMERCE FOR MITCHELL - BIC 226

1. GEOPHYSICAL EQUIPMENT

2. US TRADE CENTER, FRANKFURT/M., FEBRUARY 11 - 14, 1974

3. 15 REPRESENTING 21 FIRMS

4. \$85,000

5. \$2,620,000

A. \$1,500,00

B. \$1,120,000

6. 6

7. 12

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8. 8

9. N/A

10. 306 PLUS 38 STUDENTS

11. EPC LABS, INC., (NTM). MR DREINHOEFER OF EPC STATES: "THIS WAS A TIMELY EXHIBITION CONSIDERING THE INCREASED INTEREST IN EUROPE VIS A VIS THE OIL PRODUCTION, RESEARCH AND EXPLORATION AREAS. THE FTC ORGANIZATION WAS VERY GOOD; THE VISITOR'S LIST ARE VERY HELPFUL FOR FOLLOW-UP WITH CONTACTS". (CLEARED)

12. GEOMETRICS, INC., (NTM) FORECASTS \$115,000 IN SALES OVER NEXT 12 MONTHS. MR PETER FENNING, MARKETING, SAYS; "EXCELLENT SHOW. ADVANCE MAILING WAS VERY THOROUGH AND REACHED EXACTLY THE RIGHT PEOPLE. PLEASE INCLUDE US ON THE LIST FOR THE NEXT EXHIBITION". (CLEARED EXCEPT FOR SALES FIGURES)

13. AXEL W FRITZ, PRESIDENT OF BISON INSTRUMENTS, INC. (OTM) SOLD \$10,000 OFF THE FLOOR AND FORECASTS \$500,000 IN SALES OVER NEXT 12 MONTHS. MR FRITZ STATES; "SUCCESSFUL SHOW. LOW QUANTITY, BUT HIGH QUALITY OF VISITORS. SURPRISED BY EAST EUROPEAN ATTENDANCE. US STAFF EXTREMELY COMPETENT AND HELPFUL. WELL CONDUCTED". (CLEARED)

14. MAGNOVOC RESEARCH LABORATORIES, (OTM), MR JAMES R MOYER, SENIOR PRODUCT MANAGER STATES; "THE PRODUCTS MAGNAVOX PROMOTED AT THIS SHOW ARE PRICED GENERALLY IN THE \$50,000 AND UP RANGE SO NO DIRECT SALES WERE ANTICIPATED. ONE SIGNIFICANT EVENT WAS A REQUEST FOR QUOTATION ON A GEOPHYSICAL MARINE NAVIGATION SYSTEM FOR KOPEC GEOPHYSICAL INSTITUTE IN WARSAW, POLAND. THIS SYSTEM COULD SELL FOR WELL OVER \$200,000. THE SHOW WAS AN EXCELLENT EXPOSURE FOR OUR GERMAN REPRESENTATIVE, ALNA GMBH, AND WE EXPECT THEM TO INCREASE THEIR SALES SEVERAL FOLD OVER THE NEXT

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YEAT." (CLEARED EXCEPT FOR POLISH CUSTOMERS NAME). HARLAN

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